

Winning Teams

TRAINER

GE healthymagination Student Award (\$10,000) and Grand Prize (\$10,000)

Team Trainer is an interdisciplinary student team from the University of Southern California – consisting of students and advisors from the School of Cinematic Arts (Interactive Media), Viterbi School of Engineering (GamePipe), Roski School of Fine Arts, and the School of Social Work.

The initial idea for the project originated from an Experimental Games for Health course in January of 2009. Challenged to design a game that would spark interest in improving one's health through exercise and nutrition, a small group of students within the class crafted the concept that would later develop into "Trainer." Shortly thereafter, Humana, Inc., generously provided a gift to fund the development of the game into a fully playable prototype. The small design team soon grew into a robust band of talented student developers across the university who enjoyed collaborating throughout the year in bringing the initial idea to fruition.

Throughout the long hours and late nights, the team was always fueled by their primary goal in creating this game – to build an experience that is not only engaging and entertaining, but one that will help children and their families live healthier, happier lives. No child is alone on the road to better health.



Team TRAINER: David Villatoro, Erin Reynolds, Tony Tseung, Rita Yeung, Joseph Kohn, Ross Danielson, John Banayan, and Erik Nichols

The primary goal of Trainer is to give players the opportunity to discover, seek, and share health information. Through a customized gameplay experience, players will be encouraged to exercise on a regular basis – attaining their fitness goals both in-game and in real life!

Website: <http://www.davidvillatoro.com/games/trainer>

Video: <http://www.youtube.com/watch?v=0iKEjFd-G78>

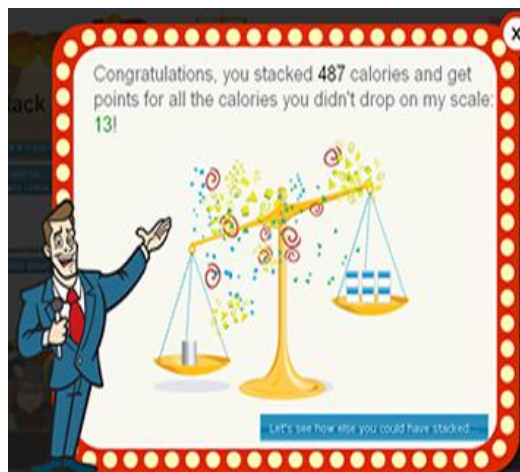


FOOD BUSTER

Popular Choice (\$4,500)

Aaron Coleman and Jesica Oratowski-Coleman are the husband and wife team who developed Food Buster. Jesica found the contest on the *Let's Move!* blog and immediately told Aaron, "we have to do this!" Food Buster is a web game show which asks the user to carefully place food items on a scale. Contestants have to be careful that their foods don't have too many calories or they will break the scale. Food Buster then compares foods and relates them to personalized exercise equivalents. Drawing from Jesica's experience with one-on-one counseling with overweight kids and adults, they spent the next months during evening hours and weekends designing and building the game.

Aaron and Jesica have known each other since they were 8 years old, were married a year ago, and live in San Diego, CA. Aaron is a software architect and Jesica is a health educator. Both currently work for the Center for Wireless and Population Health Systems, Calit2 at UCSD. They are cyclists, swimmers, vegetable gardeners, political activists, and environmentalists. They believe that education about food and exercise is part of the solution to childhood obesity. The couple has promised to donate their prize money to two local non-profits whose missions encompass creating healthy communities and better access to healthy foods.



Team FOOD BUSTER: Aaron Coleman and Jesica Oratowski-Coleman

Food Buster is the game show that asks you to carefully stack food items that don't break our scale. For each round you'll try to find foods with the fewest calories, least added sugar, and least amount of saturated fat.

Website: <http://www.foodbustergame.com>



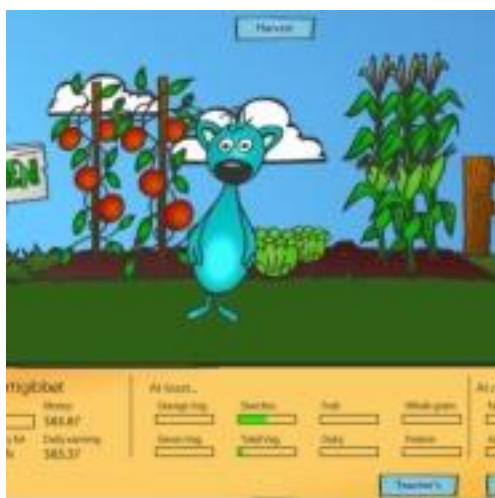
FITTER CRITTERS

Runner Up (\$4,500)

The Fitter Critters team came together in the first week of June 2010. John Ferrara created the design for the game. He had been writing a book exploring how video games can solve real world problems, and the competition was an ideal fit for his ideas. He recruited coworkers at Vanguard, starting with Andrew Karetas. A seasoned Flash developer with deep technical skills, Andrew was the perfect person to build the onscreen experience.

Bri Lance, a user interface developer and code wizard with a degree from Cornell, would provide the massive programming that would actually run the game. James “Chip” Chiponis rounded out the Vanguard crew. An award winning designer and cartoonist, his artwork would bring the game to life. Jim Flannery, a technology director at Elsevier holding three patents, provided the critical server infrastructure. Finally, elementary school teacher Amanda Ferrara authored the fantastic unit plan for teachers to integrate the game into classroom instruction.

Getting the ambitious virtual pet game up and running in less than a month would have been impossible if they hadn’t all committed to the vision and the cause. They believed that curtailing childhood obesity requires changing the way kids think about food, that video games can be a powerful force for change in the world, and that a committed team of true believers can achieve anything to which they set their minds.



Team FITTER CRITTERS: John Ferrara, Andrew Karetas, Bri Lance, James Chiponis, Jim Flannery, and Amanda Ferrara

Fitter Critters is a game platform designed to transform children's attitudes toward eating and nutrition, while developing the skills they need to become informed consumers capable of making better choices about their own diets. In the game children are given responsibility to make nutritional choices for a virtual pet. Players can get creative by combining foods into recipes, which can be saved and prepared again automatically. Meals of high nutritional quality can be sold for a profit. The game is played over an extended period that will typically last

weeks. Each day requires a few minutes of interaction, allowing it to be easily accommodated into classroom instruction. Fitter Critters includes an accompanying unit plan for teachers.

Website: <http://www.fittercritters.com>

Video: <http://www.youtube.com/watch?v=yLw0Ac0jt8I>



SMASH YOUR FOOD

Honorable Mention (\$1,000)

Marta and Frédéric De Wulf's company Octave Media created Smash Your Food™ as part of the Food N' Me™ interactive family nutrition experience. Smash Your Food™ reveals the amounts of sugar, salt, and oil in foods 'commonly abused' by American children, and was inspired by collaboration with scientific advisor Universcience.

"Why didn't anyone teach me basic nutrition when I was in 2nd grade and began to gain weight?" one of Marta's 32-year-old obese clients asked. Marta made it her "civic duty" to teach 2nd graders nutrition. She created and taught a nutrition program to 3,000 children 5-12 years old. Her program's success prompted Marta and Frédéric to make it available to millions of families. Combining Marta's nutrition experience with Frédéric's digital experience, the Food N' Me™ table was set!

Marta De Wulf, a nutritionist of 20 years, helps clients discover the power of making healthy choices. She holds a Bachelor's Degree in Nutrition from Arizona State University and postgraduate studies in Australia and New Zealand.

Frédéric De Wulf, CEO of Octave Media, brings 30 years' experience as a Microsoft executive and Director at Turner Broadcasting, creating groundbreaking digital experiences and productions with Bill Moyers, Jacques Cousteau, and National Geographic. www.FoodNMe.com.



Team SMASH YOUR FOOD: Frédéric De Wulf and Marta De Wulf

A guessing game bursting with realism and surprise, Smash Your Food lets children see and hear foods like a milkshake, or a burger, explode – while learning how much sugar, salt, and oil their favorite foods are hiding! The learning concept is simple: informed children make healthier food choices. Smash Your Food reveals the amounts of sugar, salt, and oil in 10 foods 'commonly abused' by American children that contribute to excessive calorie consumption and obesity. These foods include pizza, hamburger, fries, doughnuts, potato chips, milkshake, sugar cereal, soda, noodle soup, and a muffin.

Website: <http://www.foodnme.com/smash-your-food/>

Video: <http://www.foodnme.com/for-parents/video-about-food-n-me/>



FOOD HERO

Corporate Recognition Award (Public Recognition)

The HealthySocial Project at Children's Hospital Boston brings together scientists, physicians, artists and developers around the vision of using web and social network technologies to promote and spread positive health behaviors and attitudes. Our apps are used by thousands of people around the world to spread positive health behaviors to friends and loved ones.

Food Hero, our entry in the Apps for Healthy Kids competition, encourages kids to become "Food Heros" by eating right and completing a set of running, biking and swimming challenges. We're currently developing social networking capabilities around Food Hero.

The members of the team met each other through Children's Hospital Boston and Harvard Medical School. Since we work in a medical setting that treats many of the health issues arising from childhood obesity, we are deeply motivated to work to combat it. By leveraging the love of games, we believe we can empower kids to combat childhood obesity and spread positive health messages to their friends and loved ones.

The HealthySocial Project at Children's Hospital Boston
Ben Reis PhD, Director

Children's Hospital Boston and Harvard Medical School
www.healthysocial.org



Team FOOD HERO: Dr. Ben Y. Reis and the Healthy Social Team

Food Hero is an engaging and exciting game that encourages kids to make more nutritious food choices and become more physically active. The goal of the game is to become a Food Hero by eating right and completing a set of running, biking and swimming challenges. If you eat too much, you become sluggish and the sports challenges become harder to complete. If you don't eat enough, you become too weak to compete. If you don't eat a balanced diet, you also lose points.

Website <http://healthysocial.org/foodhero.html>

Video: <http://healthysocial.org/foodhero.html>

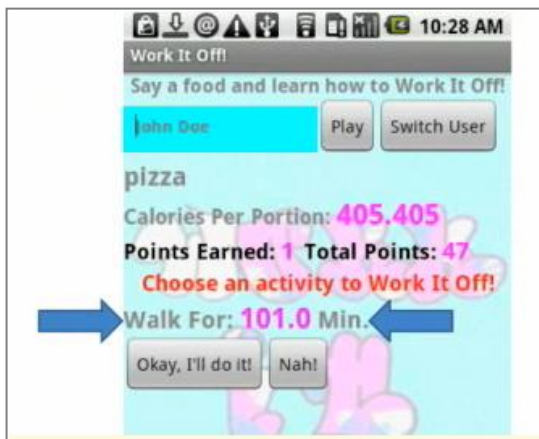


WORK IT OFF!

GE healthymagination Student Award (\$10,000)

Work it Off! is an open source game for Android phones that teaches children, in a fun and interactive way, the correlation between calories they eat and calories they burn. The program was developed by Trinity College students Pauline Lake and Nina Limardo as part of the Humanitarian Free and Open Source Software (HFOSS) summer internship program. Pauline is a Posse Scholar and a sophomore majoring in Computer Science and Educational Studies. Nina is a senior Theater and Dance major with a minor in Music. They used Google's recently released App Inventor for Android system to create Work It Off! Being avid cell phone users themselves, Pauline and Nina see mobile apps as an excellent way to educate children and families about health, nutrition, and exercise.

The HFOSS project seeks to help revitalize computing education by getting students engaged in building socially beneficial open source software. It is supported by the National Science Foundation. Nina and Pauline were advised by Trishan de Lanerolle, Project Director, and Professor Ralph Morelli, Principal Investigator, of the HFOSS Project. The team is currently working with two Hartford area high school teachers to teach their students how to build apps like Work It Off!



Team WORK IT OFF!: Trishan R. de Lanerolle, Nina I. Limardo, Pauline H. Lake, and Ralph Morelli

This mobile application for Android phones teaches children the correlation between the calories they eat and the calories they burn. The user verbally speaks a food into the phone and is given options to Work It Off! This application is especially fun for kids because it turns learning about calories and exercise into an entertaining, interactive game that they can play with their friends.

Website: <http://wio.hfoss.org>

Video: <http://vimeo.com/12987346>



HUNGRY HIKER BUILD-A-MEAL

Corporate Recognition Award (Public Recognition)

Ian Holtum and Dr. Nicole Garneau are proud to represent the Denver Museum of Nature & Science and the team that produced Hungry Hiker Build-A-Meal. The web application ties physical activity with good eating habits in a fun and engaging way, challenging you to build a balanced meal to fuel a hiker to the summit.

Ian is a multimedia and technology systems developer with a passion for physical activity and the outdoors. Having climbed mountains all over the world, from New Zealand to Nepal, the Hungry Hiker application provided a way to think about nutrition in a relevant and captivating way. He believes that new knowledge is easiest to digest when you're having fun, and uses multimedia and technology to develop engaging content.

Nicole is the Chair and Curator of the Health Sciences Department. She leads the Genetics of Taste project supported by a Science Education Partnership Award from the National Center for Research Resources, National Institutes of Health. Her research focuses on the connection between the genetics of taste perception and how this relates to overall health. She believes that engagement in science is the key to healthy lifestyle choices and the prevention of obesity and related diseases.



Team HUNGRY HIKER BUILD-A-MEAL: Ian Holtum, Nicole Garneau, Gannon Kashiwa, Frances Kruger, Nancy Walsh, Bridget Coughlin, FableVision, and Jeff Kennedy Associates

This interactive tool ties physical activity with good eating habits in a fun and engaging way, as you build a balanced meal to fuel a hiker to the summit. The message is simple: Eat a variety of healthy foods every day.

Website: <http://www.dmns.org/nutrition/>



TONY'S PLATE CALCULATOR





Popular Choice (\$4,500)

John and Ana Blackwell, the team behind the Tony's Plate Calculator, are a married couple from Dayton, OH. John is a lifelong Ohio resident and a graduate of Wright State University with a degree in Computer Science. Ana is a homemaker and mother of three boys who hails from Miami, FL.

When John and Ana's son Tony was diagnosed with juvenile diabetes, they looked for an online or portable software tool that could assist in the calculation of carbohydrates, a constant need in the successful treatment of Tony's diabetes. When they found nothing as good as what they knew they could design themselves, the idea for Tony's Plate was born. John's design and programming went into the site, Ana provided testing, and with support from family and friends, the idea for Tony's Plate became a reality.

But John and Ana knew that other people would have their own nutritional concerns. And that their other sons, although not diabetic, could benefit from balance in their diet. So the Tony's Plate Calculator was designed to be flexible, to assist anyone who wants to know what goes onto their plate.

Calculator - Edit Recipe - Dinner

Edit	Use	Item Name	Source
	<input checked="" type="checkbox"/>	Spaghetti, macaroni, or pasta (plain)	MYPYRAMID DATABASE
	<input checked="" type="checkbox"/>	Butter	MYPYRAMID DATABASE
	<input checked="" type="checkbox"/>	Meatloaf or meatballs & tomato sauce	MYPYRAMID DATABASE
	<input checked="" type="checkbox"/>	Cooked broccoli	MYPYRAMID DATABASE

Recipe Name

Dinner

Total Quantity Name

e.g. "Toof" for a bread recipe

MyPyramid totals b
per-day diet:

Calories:

434 of 2000

Team TONY'S PLATE CALCULATOR: John Frederic Blackwell and Ana Maria Blackwell

This online tool helps you calculate the nutritional values for a single item, an entire recipe or a full day's worth of food. You can look up the nutrition for a single item, a full recipe, or an entire day's worth of food. Tony's Plate Calculator is a powerful, flexible tool to let you know what is going onto your plate.

Website: <http://www.tonysplate.com/calculator>

Video: <http://www.youtube.com/watch?v=5HWKj16K-6g>



PICK CHOW!

Grand Prize (\$10,000)

Zisboombah.com is a fun & free online tool engaging children in learning about foods and planning for a nutritious meal. This creation is a long time dream of founder Karen Laszlo of Boulder, CO.

It began as Karen and a friend observed the trials and battles over daily meals. “It seemed to be a part of life that we all go through and we wanted to take a stab at solving something that seems unsolvable. As a mother and grandmother, I experience the difficulties and the fun in teaching healthy eating.” Karen gathered individuals that are amazing in making a vision a reality. Lisa, provided nutritional expertise, Brandon brought steady marketing, Jacob and MaryKate (who we finally convinced to come down from the mountain) provided clarity in sculpturing the site. Dan stitched our thoughts and site together. Andy brought the site to life with the ants and video, and Mike provided the necessary caution (let’s not kneejerk this) to keep us on track. Many others have impacted our site and ZisBoomBah is very thankful.

Our professional bios are at ZisBoomBah.com. Check out our Pick Chow! Across America challenge. What an amazing journey! We love everyday of it. Pick chow!!!



Team PICK CHOW!: Karen Laszlo, Mike Carcaise, MaryKate McKenna, Brandon Saranik, Jacob Johnson, Andrew Ruggles, Lisa Lanzano, Dan Zajic, and Ted Laszlo

“Pick Chow!” allows children to create meals by dragging and dropping foods onto their virtual plate. The “Add it Up!” meters show the nutritional values in a fun and easy way and rate each meal with one to five stars – a feature that helps children learn quickly how their choices make a difference in creating a well-balanced meal. Children can send their “chow” to their parents, who then receive an

email with what their child has chosen to be a healthy choice for breakfast, lunch and dinner, along with the menu, recipe, shopping list and coupons.

Website: <http://www.zisboombah.com>

Video: <http://zisboombah.com/video/tour/Tour1-Welcome-to-ZisBoomBah-v2>



PAPAYAHEAD

Runner Up (\$4,500)

The effects of child and adult obesity, heart disease, diabetes, and other dietary diseases are devastating – and avoidable. PapayaHead’s vision is to make a difference by creating a fun and effective computer-based tool that helps anyone make informed eating decisions... anywhere.

The catalyst for PapayaHead was the death of Ron Jenkins, at 59, from a heart attack. Ron was the father of PapayaHead’s founder/CEO, Dean Jenkins. His death caused Dean to take a serious look at his life and draw two significant conclusions: He had to make lifestyle changes, and he wanted to continue what Ron had modeled so well – investing in people’s lives and making a difference. In researching and learning about “eating well,” Dean found there was abundant information, but no tools to use that information to answer a simple question like “What’s for dinner?” Having just received his MBA, and having an entrepreneurial streak, Dean recognized a business opportunity that would meet the real needs of real people.

The PapayaHead team includes dietitians, technology experts, and renowned obesity researcher Dr. Adam Drewnowski at the University of Washington. Everyone on the PapayaHead team cares deeply about making a difference in the lives of children, families, and individuals. www.PapayaHead.com.



Team PAPAYAHEAD: Dean Jenkins, Tristan Jenkins-Hantze, John Baudrexl, Leland Bethurum, Amy Wiles, Dr. Adam Drewnowski, Melanie Hantze, Elizabeth Berry, Debbie Cannata, Michael Orbach, Didi Bethurum, Joshua Gaebel, Lynn Jenkins, Lurella Friis, Alexa Lopez, Kathy Kerber, and Laura Jenkins

PapayaHead is a family meal planning website that allows each family member to fill out a unique profile

of likes, dislikes, allergies, and unique nutritional requirements. Fun drag-and-drop tools let the family build a meal plan for the day and graphically see the nutritional results of their choices. Likes, dislikes, and allergens are also flagged. The meals can be put on a convenient shopping list, and the plans and recipes can be printed out.

Website: <http://www.papayahead.com>

Video: <http://www.papayahead.com/appsforhealthykids>



THE SNACK NEUTRALIZER

Honorable Mention (\$1,000)

Jeffrey Schwartz has been programming since his undergraduate days at Tulane University where he earned a Bachelor's in Business. After a short lived stint in Wall Street, he went on to earn Masters Degrees in both Computer Science and Education. Jeff has successfully answered both callings with 16 years programming experience and 12 years in the classroom. He presently teaches first grade in Wake County, NC. In addition to elementary school, Jeff has taught high school computer science in Frederick County, MD. During that time he spent his summers with the National Park Service as a Park Ranger. Initially a Java and C++ programmer, Jeff became Sun JAVA Certified in 1996. Overtime his focus switched to developing websites. He spent over a year building a website in ASP/Oracle for Forbes Analytic Software, Inc., in Leesburg, VA. His entry, The Snack Neutralizer, was built in PHP/MySQL and is used by numerous teachers to accompany their Nutrition Unit. Presently, Jeff works on and maintains a variety of websites. He is currently taking on a new endeavor, *WebsiteWorkByTheHour.com*. This is a place where individuals and businesses can go to get websites worked on at a reasonable price and in a timely manner.

The screenshot shows the 'The Snack Neutralizer' website. It has a title bar with 'The Snack Neutralizer' and a 'Start Over' link. Below the title is a question: 'Can you be "snack neutral"? Find out what it takes to burn the calories you consume.' There are two main sections: '1. Find your snack (or any other food) here' and '2. Choose an activity you want to do'. The first section, 'Your Snack', has a 'Let's find your snack!' button and a list of categories: Nut, Seeds & Beans; Fruit; Cooked Veggies; Doughnuts & Pastries; Pies; Raw Veggies; Candy; Cakes & Cupcakes; Cookies; Muffins & Biscuits; Breakfast & Granola Bars; Snack Cakes. There is also a 'Search by keywords' section with a text input and a 'Search' button. The second section, 'The Neutralizer', has a grid of 12 activities: Baseball, Basketball, Cleaning your room, Frisbee, Gardening, Horseback riding, Kickball, Martial Arts, Playing an instrument, Raking leaves, Recess, and Bike Riding. At the bottom, there is a 'Want to find foods high in certain nutrients?' section with a dropdown menu and a 'Find' button.

Team THE SNACK NEUTRALIZER: Jeffrey Schwartz

The Snack Neutralizer is a tool designed to be used in the classroom and opens up students' eyes to the consequences, both good and bad, associated with what they eat. The challenge is to be 'snack neutral'. You may choose your snack, however, you must work it off over the course of the day. Certain snacks can be worked off during recess, others take a lot more. The Snack Neutralizer is a tool that can be useful to anyone wanting to know more about the nutritional value of the foods they eat.

Website: <http://thesnackneutralizer.com>

